

AMENDMENTS TO THE SPECIFICATION:

Please replace the paragraph starting on page 8, line 20 with the following amended paragraph:

The interactive television preferably includes a television receiver 101 for receiving contents provided by a broadcasting company; a controller 100 for controlling the entire interactive television, bi-directional data transfer, and audience rating; a displayer 102 for displaying a selected channel or a content, being controlled by the controller 100; a user history recorder 103 for storing a user's content consumption type per content and consumption behavior, being controlled by the controller 100; and a data transmitter 104 for transmitting the consumption type and the consumption behavior information recorded in the user history recorder 103 every cycle or upon a request of the broadcasting company.

Please replace the paragraph starting on page 9, line 20 with the following amended paragraph:

The consumption behavior recorder 220 preferably includes a normal finish record area 220a for recording whether the user has ~~view~~viewed a content to the end at a normal speed; a skimmed record area 220b for recording a section information on a relevant action, in case the skimmed action is made on the content; a skipped record area 220c for recording a section information on a relevant action, in case the skipped action is made on the content; a replay record area 220d for recording a section information on a relevant action, in case the rewind action is made on the content; a slowed record area 220e for recording a section information on

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a relevant action, in case the slowed action is made on the content; at least one of stopped record areas area 220f for recording a section information on a relevant action, in case the stopped action is made on the content.

Please replace the paragraph starting on page 10, line 13 with the following amended paragraph:

The content ~~referent~~ identifier used at this point is an identifier (ID) that is independent of a storage point of the content like a Digital Object ID (DOI) or a Content Reference ID of Content ID Forum (CIDF). In this way, it is accessible to the content any time, and to the Meta information related to the corresponding content. In consequence, even the Meta information not recorded in the user history recorder ~~400-103~~ can be obtained from other external or internal storage, if it is necessary for extracting the user's attractiveness.